

***APPLICATION OF THE OBJECTIVE MATRIX MODEL FOR MEASURING
PRODUCTIVITY IN THE TUNA CANNING PRODUCTION DEPARTMENT
(CASE STUDY PT. BALI MAYA PERMAI IN JEMBRANA REGENCY, BALI
PROVINCE)***

Estu Arum Kinanti

Study Program of Agro-Industry Management

Majoring of Agribusiness Management

ABSTRACT

PT Bali Maya Permai Food Canning Industry is one of the food processing companies engaged in canning, especially fish products in cans. The purpose of this research is to measure the productivity level in the tuna canning production section at PT Bali Maya Permai Food Canning Industry using the Objective Matrix (OMAX) method. The measurement of productivity levels in this research was carried out using the Objective Matrix (OMAX) method approach, then evaluating the worst performance ratio with the Traffic Light System. The results of this research show that productivity in tuna canning with the highest productivity index value occurred in June 2024 at 148%, while the lowest productivity value occurred in September 2024 at -78%. Based on evaluation results using the Traffic Light System method, it is known that the ratio that becomes the priority for improvement is ratio 1 of raw material productivity. Improvement efforts can be made with the Traffic Light System by improving performance ratios that have scores below performance standards, to identify causes and appropriate improvements can be done using the Ishikawa (cause and effect) diagram.

Keywords: *Productivity, Objective Matrix (OMAX), Traffic Light System, Tuna Canning*